

October 8, 1998

Magalie Roman Salas  
Secretary  
Federal Communications Commission  
1919 M St., NW  
Washington, DC 20554

RECEIVED

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARYMEDIA  
ACCESS  
PROJECTRe: *Ex parte* presentation in MM Docket 93-25

Dear Ms. Salas:

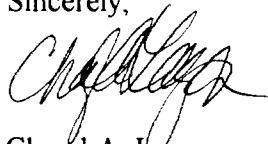
On October 7, 1998, Cheryl A. Leanza, Gigi B. Sohn, and Sabrina Youdim of Media Access Project and Scott Zimmer of Educating Everyone held two meetings to discuss the Commission's implementation of Section 25 of the 1992 Cable Act. First, we met with Commissioner Powell and his advisor, Jane Mago. Second, we met with Helgard Walker of Commissioner Furchtgott-Roth's office.

Ms. Sohn and Ms. Leanza reiterated the position of DAETC *et al.*, discussing the importance of enforcing the statute's requirement proscribing DBS operators from exercising editorial control over the 4-7% channel capacity set-aside for noncommercial, informational and educational programming. In addition, Ms. Sohn and Ms. Leanza discussed the possibility of allowing DBS providers several options, in addition to the leased access model, to comply with the prohibition on the exercise of editorial control, including allowing them to create an industry-wide consortium or individual arm's length non-profit corporations that will select programming and programmers.

In addition Mr. Zimmer described his non-profit organization, which was created with a grant from Echostar. Mr. Zimmer explained that Educating Everyone is a fully-independent non-profit organization that will program Echostar's set-aside. Mr. Zimmer explained that failure to prevent DBS providers from exercising editorial control over the set-aside will limit his organization's ability to provide distance learning, among other services, to the public. Mr. Zimmer provided a brochure describing Educating Everyone, a copy of which is attached.

Pursuant to section 1.1206(b)(2) of the Commission's rules, an original and two copies of this letter are being filed with your office today.

Sincerely,



Cheryl A. Leanza  
Staff Attorney

Attachment

No. of Copies rec'd 0 + 2  
List A B C D E



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*The mission of Educating Everyone is to provide quality Distance Learning education opportunities through multi-media services. Distance Learning, that is, using satellite, computer, television, and phone transmissions to overcome the barriers of time, space, and finance inhibiting educational instruction, ensures that underprivileged groups have access to educational services.*

*In particular, Educating Everyone distributes information, technology, services, and capital at various points in the Distance Learning chain through a number of initiatives.*

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A MULTI-MEDIA EDUCATION FOUNDATION

Educating Everyone, Inc.  
1343 Main Street, Suite 400  
Sarasota, Florida 34236  
941 366-8686 Fax: 941 316-9696  
[www.educatinge.org](http://www.educatinge.org)



Quality  
Distance  
Learning  
Through  
Multi-Media  
Services





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*Anyone who is reading this is likely to understand that our current educational systems are evolving quickly.*

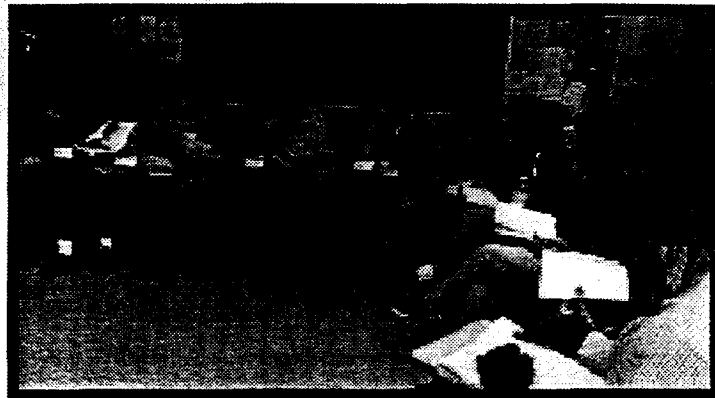
*Over the next few years, both PEOPLE (students, teachers, educational communities) and EDUCATIONAL SYSTEMS (curriculum, methodology, classroom organization, structure) are likely to change dramatically.*

*Educating Everyone has been created to proactively participate in this exciting process. Working from the premise that challenges are actually opportunities, we embrace change with enthusiasm and expectations for a better tomorrow. Hopefully, with our assistance, you will too.*

*R. Scott Zimmer*

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**R. Scott Zimmer**  
Executive Director



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"Let early education be a sort of amusement; you will then be better able to find out the natural bent."

- Plato c. 428-348 B.C.E. from The Republic

"Education has for its object the formation of character."

- Spencer 1820-1903 from Social Statics

"The very spring and root of honesty and virtue lie in good education."

- Plutarch A.D. 46-120 from Morals

"Education is not preparation for life; education is life itself."

- Attributed to John Dewey 1859-1952

"It is a wise man who can learn about one thing from another."

- Plotinus 205-270 from Enneads

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What is  
Educating  
Everyone?



What is  
Educating  
Everyone?

*Educating Everyone is a Florida-based not-for-profit foundation whose mission is to help distribute information, technology, services, and capital in order to promote the cause of Distance Learning.*

*We hope our efforts allow all those involved - instructors, students, educational programmers, colleges, virtual universities, and transmission providers - to reap the maximum benefits Distance Learning can provide!*

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everyone

# How can Educating Everyone help you with Distance Learning?

Educating Everyone offers a number of initiatives to help you meet your unique Distance Learning needs. Whether you represent an educational institution, a governmental agency, a business, or a not-for-profit organization, we can help you negotiate the specific business and technological issues associated with Distance Learning.

## Understanding Technology

To navigate the maze of Distance Learning technologies, you have ready access to our database resources and knowledgeable professionals. Our team of experts will examine your particular needs and provide advice on the best options available to you.



## Education / Distance Learning Outreach

Similar to "Understanding Technology," this service provides you with business advice as opposed to technical direction. Please feel free to call us directly with your questions, or to visit our website and search our database at [www.educatinge.org](http://www.educatinge.org).



## Capital Initiative

We have a pool of funds available to provide outright cash grants or investment capital to selected organizations involved in Distance Learning. If you have an interesting project or application for Distance Learning, but lack the funds to make it happen, we may be able to help you or direct you to someone who can.

## Technology Initiative

Our 'hardware for everyone' initiative provides used technology equipment to institutions, day care facilities, hospitals, libraries, and prisons at rates significantly below market value, with the condition that it be used for educational purposes.



## Service Initiatives

Our "Data Streaming Support" program aids those who need to compress, transmit, and decompress large amounts of educational video or audio data.

Our "Transponder Support" program assists those who require bandwidth for direct broadcast educational purposes.

## The Future of Educating Everyone

New technologies, especially in the areas of Internet and video conferencing communications, will play an ever increasing role in Distance Learning. Educating Everyone will incorporate them as they become available, fulfilling our mission of being a total multimedia education foundation.





“They know enough who know how to learn.”  
- Henry Brooks Adams 1838-1918  
from *The Education of Henry Adams*

“One of the unique and compelling characteristics of virtual communities is that everyone enters them as an equal.”  
- Dr. Owen Gaede, Acting Director of the Office of Distance Learning at Florida State University

“These new-breed teachers know that they are not just teaching children about computers, but rather using computers to help children learn.”  
- Don Tapscott from *Growing-up-Digital*

“Teach your children well.”  
- Crosby Stills Nash & Young



What is  
Distance  
Learning?



What is  
Distance  
Learning?

Distance Learning is an increasingly popular mode of education in which instructors and students are geographically separated – across the campus, across town, or across the globe – but technologically connected – via phone and fax, terrestrial and cable television, satellite, video conferencing, and computers (CD-ROM, Internet, and e-mail). Ask any first-grader what he or she did in school today, and you'll see how profoundly technology is changing the way we learn.

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## The Future of Education

Changes in educational and curricular needs, advances in technology, governmental involvement in education, and the rise of a global community network dictate that Distance Learning will play an increasingly important role in our lives.

### Changes in Educational and Curricular Needs

Education has become a lifelong process, no longer something completed in our teens and twenties. Amidst a technological revolution, we find ourselves needing to gather, digest, and process large amounts of new information at ever increasing speeds. At the same time, we realize that the responsibilities

of families and jobs make it difficult to attend traditional classroom training. Through Distance Learning, students can conveniently access the education they seek from experts the world over.



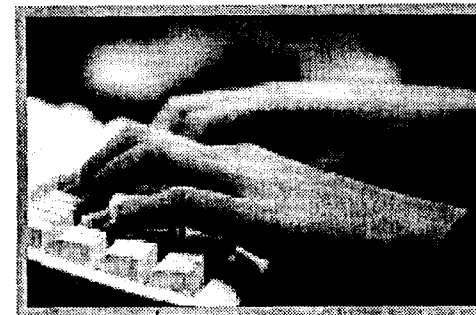
### Advances in Technology

Advances in technology have allowed new teaching modalities to revolutionize educational systems. Educators now access, package, and present data via satellite and high-speed Internet connections in formats never before possible. 'Virtual' education delivers courses, and even entire degrees, with students never visiting a campus!



### Governmental Involvement in Education

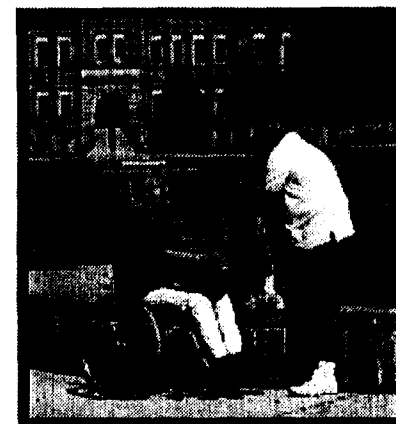
Politicians have become keenly aware of their constituents' need for readily available and easily accessible education. To this end, the President, Congress, and the Federal Communications Commission have joined together to create educational programming opportunities. Over the next few years, we expect this partnership to promote Distance Learning as an integral force in educational advancement.



### Rise of a Global Community Network

As technology has given rise to a global 'virtual community', the world has become more tightly integrated. Through Distance Learning, children in the Bronx now communicate with marine biologists in Sarasota, while farming students in Iowa confer with agro-business professors in South Africa. As this trend continues, we believe the emphasis will be more on "learning" and less on "distance."

We at Educating Everyone hope that you feel as positively about the future of Distance Learning as we do, and invite you to contact us for assistance with your educational needs.





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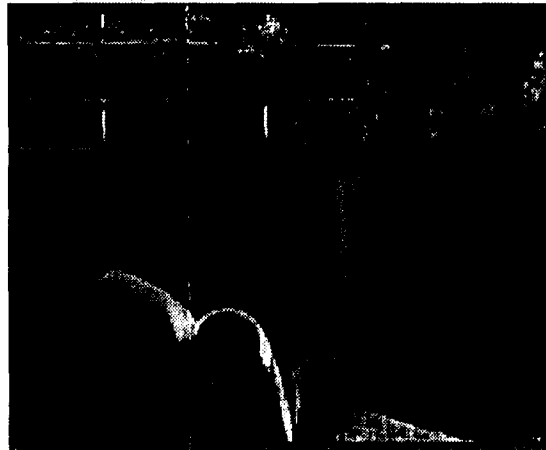
*"Only the Educated are Free."*  
- Epictetus c. 55-135 A.D.

*"Since all human beings have the same needs and the same faculties, let there be one education for all."*  
- Gracchus 1760-1797 from *Manifesto of the Equals*

*"Education is the best provision for old age."*  
- Aristotle 384-322 B.C.E. from *Diogenes Laertius*

*"By education, then, I mean goodness...."*  
- Plato c. 428-348 B.C.E. from *Laws, Book II*

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Satellite  
Education  
Programs



How can Educating  
Everyone assist you  
with your satellite  
transmission needs?

*The founders of Educating Everyone have spent years working in the field of satellite transmission, watching the technology grow and improve, and developing the expertise required to assist others in this evolving marketplace. We look forward to sharing this experience with you.*

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## Assisting Educational Programmers

We would like educational programmers to consider Educating Everyone a valuable resource for knowledge about satellite transmission technology and access to it. Our expert staff will assist you in analyzing your particular needs, and then offer the best advice on suitable bandwidth providers, how to negotiate with them, and what steps you can take to ensure high quality transmissions.



## Assisting Transmission Providers

Transmission providers should also consider Educating Everyone a valuable resource. You'll find our expertise and knowledge of the latest transmission technologies, as well as our extensive programmer contacts, to be of great value to you.

## Understanding and Implementing FCC Regulations

In order to promote educational programming via satellite, the FCC is designing regulations requiring DBS (Direct Broadcast Satellite) transponder licensees to set aside a percentage of their available bandwidth, and the means to transmit it, at reduced rates for educational programmers.

## Our Programs Address How to Use This Set-Aside

Educating Everyone will buy large amounts of this set-aside and repackage it into channels, or parts of channels, that aggregated programmers can purchase from us. This collaboration will enable programmers to get their content on the air and transmission providers to meet their FCC requirements.

The following is a sample of the types and variety of programming we hope to facilitate. We will work with program developers and transmission providers to meet the individual curriculum needs of each of our clients.

## Educating Everyone - Sample Programming Schedule

Channel 1 K-12 Education	Channel 2 Continuing Education	Channel 3 Degree Program	Channel 4 Adult Education	Channel 5 Home Schooling	Channel 6 Continuing Education
Topic Specific: Foreign Language	Group Specific: Day Care Providers	Degree Specific: BA in Healthcare Management	Topic Specific: Literacy	Grade Specific: Grade 5	Industry Specific: Computers
Elementary School Spanish	Child Development: The First Year	Issues in Organizational Behavior	Adult Literacy	Math	HTML Concepts
Middle School Spanish	Toddler Psychology	Principles of Marketing	English as a Second Language	English	Business Writing
High School Spanish	Nutrition	Accounting	English for GED	Science	Public Speaking
High School French	Creative Activities for Pre-School Students	Health Care Management	Vocational Application	History	Project Management
High School Japanese	Health, Safety, and First Aid	Non-Profit Management	Creative Writing		
		Strategic Planning			



## Educating Everyone's Support Programs

### Data Streaming Support

Our program will assist those who do 'data streaming,' that is, those who compress, transmit, and decompress large amounts of educational video or audio data. Typically we will assist an organization that 'harvests' information from the Web, compresses it, and transmits it to schools for instructional purposes.

### Transponder Support

Our program will assist those who wish to use the bandwidth for direct broadcast educational purposes. Typically we will work with organizations that want to aggregate programming from several different sources and create a 'channel.' For a sample of channel possibilities, please see the Sample Programming Schedule to the left.

### Other Uses?

If you have an application for this bandwidth that we haven't thought of, please feel free to contact us and discuss it.

